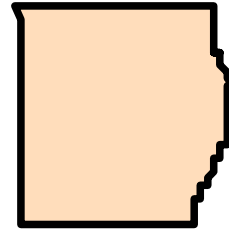
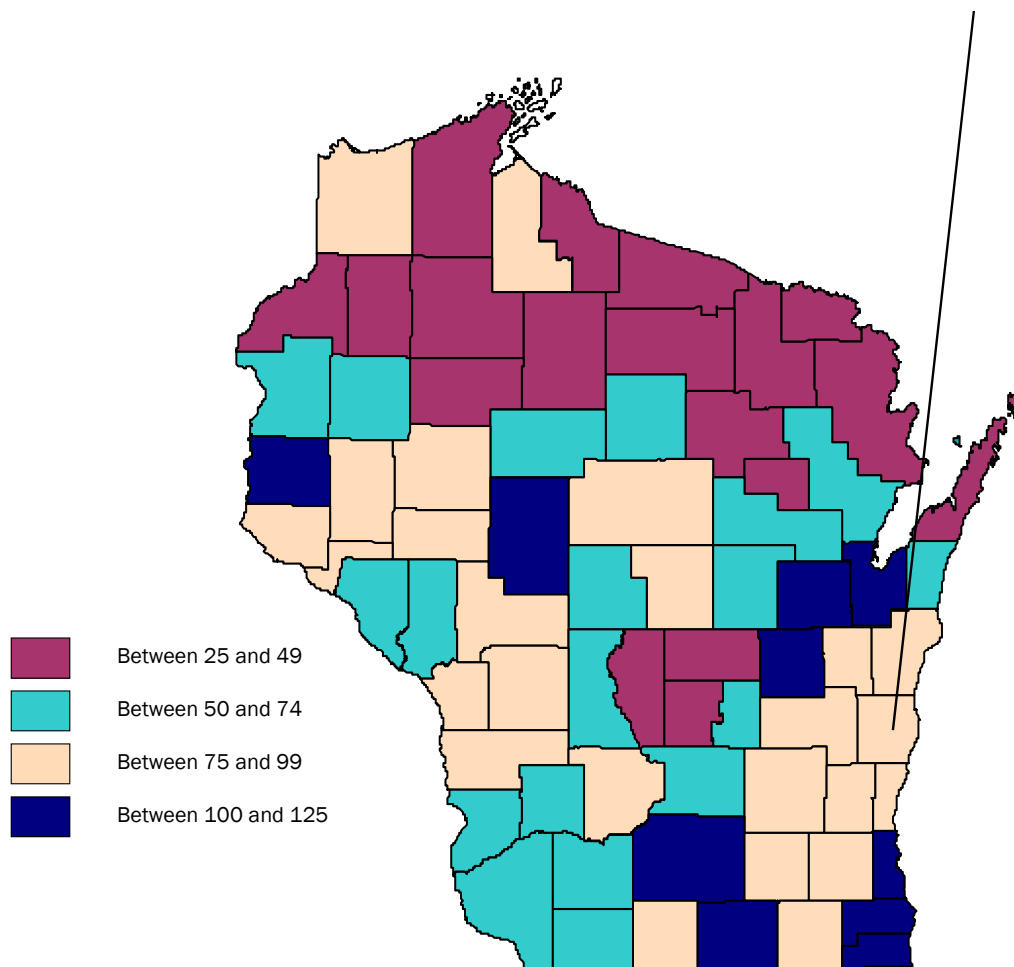


Sheboygan County Workforce Profile



**The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025**



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

Sheboygan County's population growth rate remained below national and statewide growth rates. Population has grown slower in the county than the statewide average for well over 20 years. This is partly because it is out of the path where population growth occurs, such as the larger metropolitan areas in northeast Wisconsin like the Appleton/Oshkosh and Green Bay MSA's or those in southern and southeast Wisconsin.

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,704	5,532,000	168,296	3.1%
Sheboygan County	112,656	115,447	2,791	2.5%
Largest Municipalities				
Sheboygan, City	50,792	50,672	-120	-0.2%
Plymouth, City	7,781	8,080	299	3.8%
Sheboygan Falls, City	6,772	7,139	367	5.4%
Sheboygan, Town	5,874	7,013	1,139	19.4%
Wilson, Town	3,227	3,356	129	4.0%
Plymouth, Town	3,115	3,274	159	5.1%
Howards Grove, Village	2,792	2,926	134	4.8%
Lima, Town	2,948	2,909	-39	-1.3%
Oostburg, Village	2,660	2,773	113	4.2%
Greenbush, Town	2,619	2,599	-20	-0.8%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

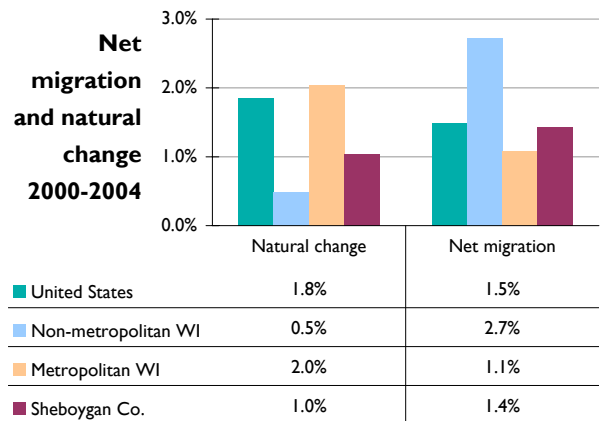
sin. Much of the growth in these areas is fueled by larger economic engines with higher wages and more employment opportunities. An exception to this is Milwaukee County, however, where the growth lies in the surrounding counties.

Population change in the ten largest municipalities in the county varied greatly. The highest numerical and percentage growth rates center around the towns that are in proximity to the larger metropolitan areas in the county, rather than in the metropolitan areas themselves. The Town of Sheboygan, by far the largest gainer, increased by over one thousand residents and was the fastest growing municipality in the county. It is located just outside of the City of Sheboygan, which is the largest municipality in the County. The city had the largest decline in the county dropping 189.

Growth in the City of Sheboygan is somewhat

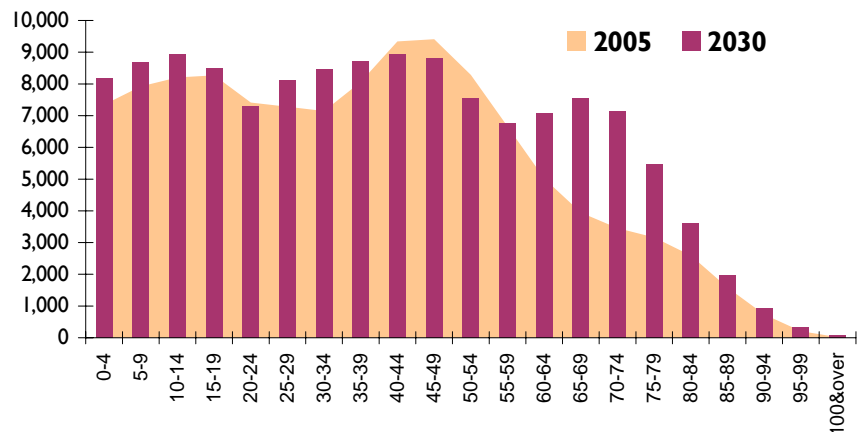
limited due to a lack of open land within its boundaries. Future growth is limited as the surrounding areas protect themselves against possible annexation of land surrounding the city. This is why areas surrounding cities often fluctuate greatly. They are often the beneficiaries of their larger neighbors spilling over. However, this sometimes results in annexation of these areas resulting in declines due more to border changes than population change.

The slower growth rate for the state compared to the nation is partially a result of an older population in the state resulting in slower natural increase. Another reason for slower growth is net migration. Wisconsin has less immigration than many of the other states in the nation resulting in slower growth from that source also. Generally the net migration is higher in the non-metro counties and lower in the more metro areas. This is in part a result of



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Sheboygan County



Source: WI Dept. of Administration, Demographic Services

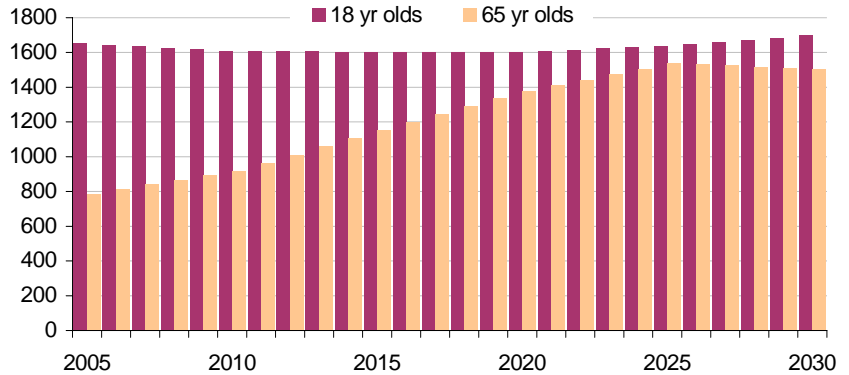
Future Population and Labor Supply

the rural counties frequently having an older population creating a lower birth rate, and also serving as retirement areas or bedroom communities to areas with denser population.

Also populations in the urban areas tend to be younger and are more likely to be of child rearing age. Urban areas often have more diverse populations with a higher percentage of minorities which represent cultures that tend to have larger families than the traditional non-minority population does. Sheboygan County falls somewhat between these two areas having a more diverse population than rural counties, but less so than some of the more densely populated urban areas of the state. Even so it more closely follows the statewide and national trends than a rural county does. Roughly 80 percent of the nation's population lives in a metropolitan county.

Like most of Wisconsin and many parts of the Midwest, Sheboygan County is aging. The aging of the county's population will impact the county in several ways over the next two decades. One way will be a change in the business patterns of the area. An older population will be looking for additional services, not only in health care and related but also in areas such as retail and even things such as lawn care and house-keeping.

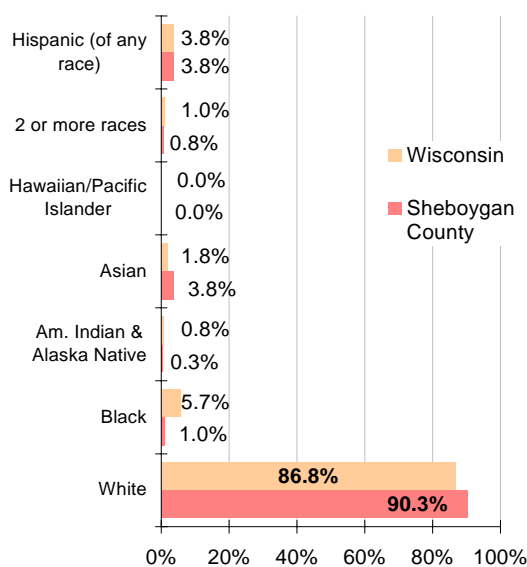
Convergence of 18 & 65 year old population in Sheboygan County



Source: WI Dept. of Administration, Demographic Services

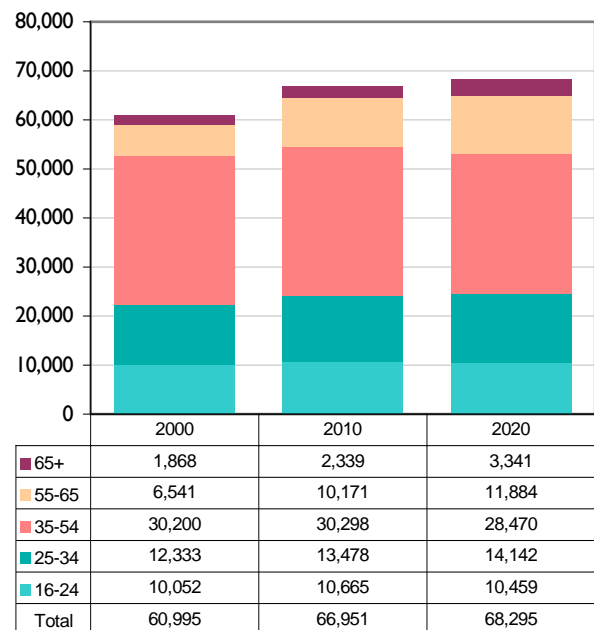
Another aspect will be a slower increase in the number of workers available. By 2025, the number turning 65 will be nearly equal to those turning 18. This will hamper future development of businesses in the area. Participation in the labor force is affected by the age of the population, with the middle aged population participating at a higher rate than either the young or old. This will have an impact on the labor force as the population ages during the next 25 years. Another factor that affects the number that enter the labor force is ethnic background, currently minority participation rates are increasing, while participation of the white population is declining.

Race and ethnic distribution



Source: U.S. Census 2000, SF-3, table P-6

Sheboygan County Labor Force Projections by Age



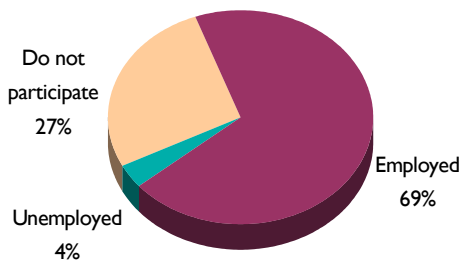
Decade change 13.6% 9.8% 2.0%

Source: DVD, Office of Economic Advisors, August 2004

Current Labor Force

Labor force participation represents the share of population that is aged 16 years and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

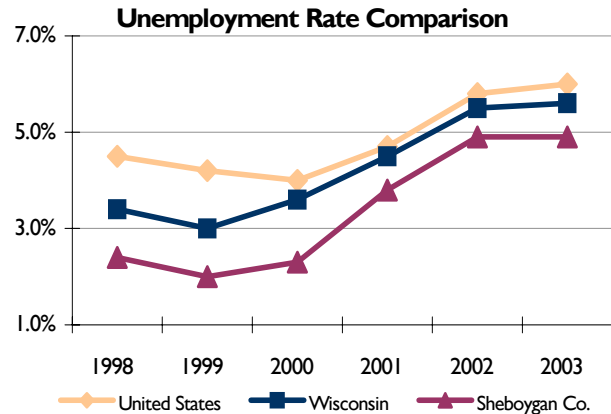
Labor force participation in Sheboygan County



Source: DWD, Office of Economic Advisors, July 2004

The participation rate in Sheboygan County is 73 percent, very close to the state average and well above the national average. This means that 27 percent of the population 16 years and older are not in the area's labor force. That includes some students, individuals who choose not to work including retirees, as well as those who are unable to work at this time. As the population ages,

more retirees will be included in the category of choosing not to work and labor force participation rates will decline. The impact of the aging of the area's population will possibly impact the rate by lowering the percentage of workers in the labor force.



Sheboygan County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	61,454	60,839	63,089	64,208	63,773	64,674
Employed	59,991	59,629	61,623	61,779	60,643	61,475
Unemployed	1,463	1,210	1,466	2,429	3,130	3,199
Unemployment Rate	2.4%	2.0%	2.3%	3.8%	4.9%	4.9%

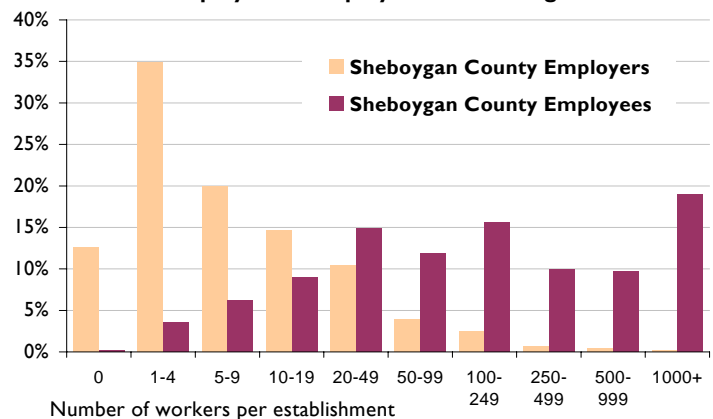
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

Nearly 80 percent of the county's employers have less than 20 workers. However, they only provide about 20 percent of the county's jobs.

These companies are often the large companies in the future and will have collectively faster growth rates than their larger counterparts. A healthy community will have a good mix of both large and small firms to encourage continuing economic growth and at the same time promote stable and sustainable environment to allow the churn and growth in the region.

Share of employers & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Although tourism is becoming more important in the area, manufacturing is still the primary source of employment in the county. The 2004 PGA Tournament provided over 1,200 temporary jobs in the county during its run. This is in addition to the jobs that the industry provides on a regular basis and the other industries that derive customers from it. However, the leisure and hospitality industry still is not in the top ten industry groups in the county with the exception of the food services and drinking places industry. The county ranks ninth in tourism dollars in the state with nearly 265 million dollars expended in the county during 2003.

Four of the largest industry groups in the county are from manufacturing. Manufacturing has been affected by the down turn in the nation's economy since 2000. This is reflected in the loss in employment over the last five years in the plastics and rubber products industry, primary metal manufacturing, and food manufacturing.

The county has over 2,500 public and private employers. The ten largest employers in the county provide over one in four jobs in the county. Again, manufacturing is well represented in this group with four business. Six of the ten largest firms in the county have over 1,000 employees.

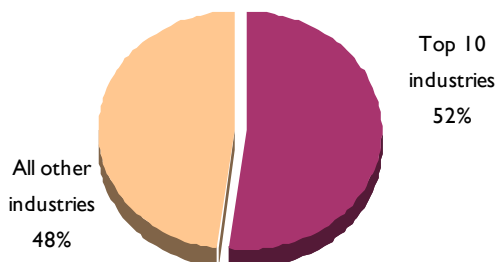
Top 10 Industries in Sheboygan County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Fabricated metal product manufacturing	suppressed	suppressed	not avail.	not avail.
Educational services	26	3,972	11	347
Plastics & rubber products manufacturing	15	3,559	-200	-949
Food services & drinking places	178	3,145	142	338
Food manufacturing	27	2,440	-87	-103
Ambulatory health care services	122	2,298	97	490
Nursing & residential care facilities	28	1,899	18	213
Specialty trade contractors	165	1,727	100	94
Hospitals	suppressed	suppressed	not avail.	not avail.
Primary metal manufacturing	8	1,539	-173	-224

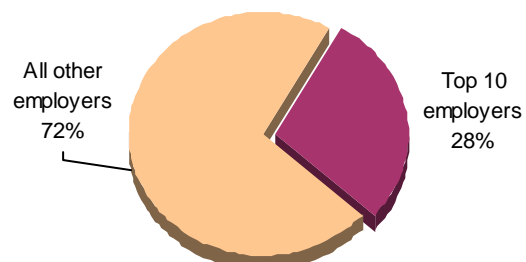
Top 10 Employers in Sheboygan County

Establishment	Product or Service	Size (Dec. 2003)
Kohler Co.	Enameled iron and metal sanitary ware mfg.	Over 999 employees
Sheboygan Public School	Elementary and secondary schools	Over 999 employees
Bemis Mfg. Co.	Plastics product manufacturing	Over 999 employees
County of Sheboygan	Executive and legislative offices, combined	Over 999 employees
Aurora Health Care Central Inc.	General medical and surgical hospitals	Over 999 employees
J L French Corp.	Aluminum die-casting foundries	Over 999 employees
Aurora Medical Group Inc.	Offices of physicians, except mental health	500-999 employees
Fresh Brands Distributing Inc.	Management grocery stores	500-999 employees
Sargento Foods Inc.	Cheese manufacturing	500-999 employees
Acuity Insurance Co.	Direct property and casualty insurers	500-999 employees

Share of jobs in top 10 industries in Sheboygan County



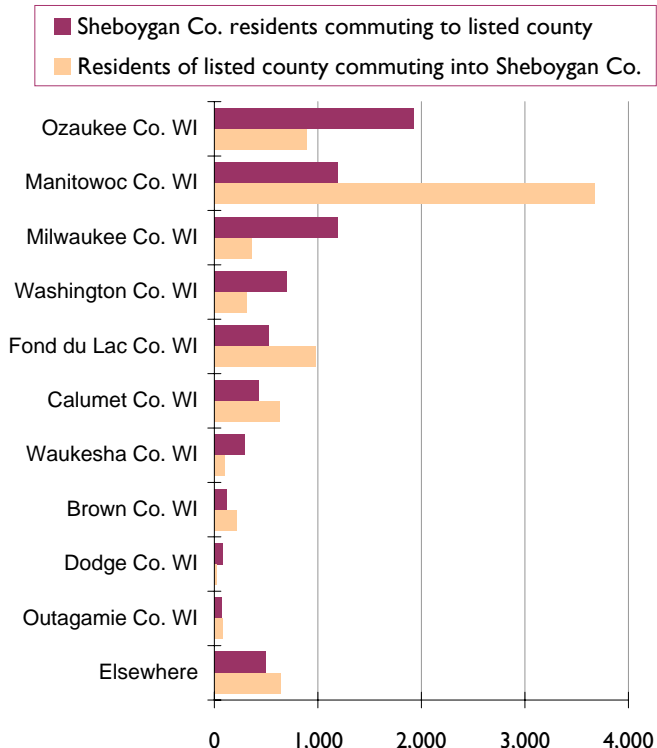
Share of Sheboygan County jobs with top 10 employers



Commuting

The county is a net gainer of workers. Based on the 2000 Census, the county gains nearly 900 workers from a wide number of counties. Manitowoc, by far, provides the greatest number of workers to the local workforce. Nearly 3,700 workers commute from Manitowoc to Sheboygan County daily. At the same time, just under 1,200 commute from Sheboygan up to Manitowoc. Sheboygan County has a net loss of workers with counties to the south which include Ozaukee, Milwaukee, and Washington Counties. The county has the greatest net loss of workers with Ozaukee County. Just over 1,900 commute there daily, while about 900 come from Ozaukee to work in Sheboygan daily.

In 2000 the average commuting time for a resident in Sheboygan County rose a couple of minutes to 17 minutes each way to work. Also the percent of workers that leave the county increased by 3.4 percent. Currently 87.9 percent of the workers living in Sheboygan County travel to jobs in the county. The remaining twelve percent leave the county for jobs elsewhere, with less than one percent working out of state.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right includes occupations that are common in the area. The list is not all inclusive and for information on additional occupations refer to the Office of Economic Advisors website: <http://dwd.wisconsin.gov/oea/>. Wage tables are general guides to what is happening in the local labor market. The surveys are sent to approximately one third of the employers in the state every year.

The surveys provide assistance to workers in knowing their worth on the market as well as employers that are looking to hire new workers and want to know what the "going rate" is. Note the table excludes the top and bottom 25 percent of wages, so there will be instances when the wages will be either above or below those listed on the table.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Retail salespersons	\$10.31	\$6.75	\$8.42	\$11.67
Cashiers	\$7.62	\$6.42	\$7.35	\$8.45
Truck drivers, heavy & tractor-trailer	\$19.62	\$13.14	\$15.58	\$19.36
Janitors & cleaners, except maids & housekeeping	\$11.15	\$8.46	\$10.64	\$13.96
1st-line supvsr/mgrs. of prod. & operating workers	\$19.66	\$15.79	\$17.84	\$22.13
Nursing aides, orderlies, & attendants	\$10.66	\$9.62	\$10.77	\$11.93
Laborers & freight, stock, & material movers, hand	\$10.75	\$8.24	\$10.57	\$13.31
Machinists	\$16.92	\$15.20	\$16.92	\$19.19
Comb. food prep. & serving workers (fast food)	\$8.13	\$6.67	\$7.86	\$9.14
Secretaries, except legal, medical, & executive	\$11.73	\$9.69	\$11.59	\$13.93
Maintenance & repair workers, general	\$15.46	\$12.65	\$15.56	\$17.83
Registered nurses	\$22.87	\$19.97	\$22.34	\$25.79
Waiters & waitresses	\$6.72	\$5.78	\$6.26	\$6.74
Bookkeeping, accounting, & auditing clerks	\$12.01	\$9.56	\$11.50	\$14.01
Office clerks, general	\$10.78	\$8.88	\$10.64	\$12.57
Electricians	\$18.86	\$14.98	\$19.31	\$22.16
Packers & packagers, hand	\$11.98	\$10.26	\$12.29	\$13.70
Stock clerks & order fillers	\$12.34	\$9.86	\$11.65	\$14.45
General & operations managers	\$43.08	\$24.34	\$33.68	\$55.32
Sec. school teachers, except special & voc. ed.	*	*	*	*

Sheboygan County is the Sheboygan Metropolitan Statistical Area.

Source: DWD, Bureau of Workforce Information, Occupation Employment Statistics Survey 2003

Employment and Wages

Manufacturing continues to employ the largest number of workers in the county, with just under 39 percent of the jobs. The industry also has the highest average annual wage of all of the industry groups at \$40,634. This industry provides just under 50 percent of all of the wages in the county so what happens to employment in this sector has very real ramifications for not only the quality of life in the area, but also on other industries in the county. Wages for manufacturing were nearly one billion dollars in 2003.

The average wages in most industry groups in the county were below the state average of the similar industry group. This is a departure from previous years when several sectors were near to the state average or slightly above it. The higher statewide wages are often the result of the larger metropolitan areas such as Milwaukee, Janesville or Madison. These areas with higher population densities tend to have higher wages and the

Average Annual Wage by Industry Division in 2003

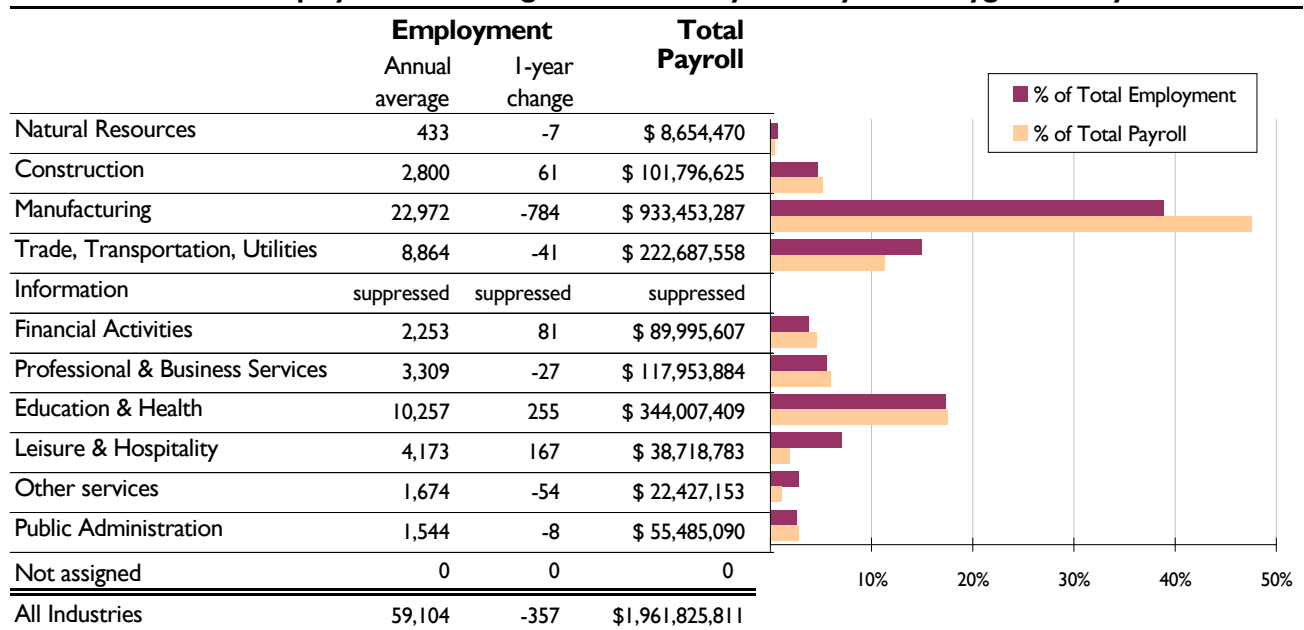
	Average Annual Wage		Percent of	1-year
	Wisconsin	Sheboygan County	Wisconsin	% change
All Industries	\$ 33,423	\$ 33,193	99.3%	3.2%
Natural resources	\$ 25,723	\$ 19,987	77.7%	2.7%
Construction	\$ 40,228	\$ 36,356	90.4%	0.7%
Manufacturing	\$ 42,013	\$ 40,634	96.7%	4.4%
Trade, Transportation, Utilities	\$ 28,896	\$ 25,123	86.9%	1.5%
Information	\$ 39,175	suppressed	Not avail	Not avail.
Financial activities	\$ 42,946	\$ 39,945	93.0%	8.0%
Professional & Business Services	\$ 38,076	\$ 35,646	93.6%	2.0%
Education & Health	\$ 35,045	\$ 33,539	95.7%	2.8%
Leisure & Hospitality	\$ 12,002	\$ 9,278	77.3%	1.0%
Other services	\$ 19,710	\$ 13,397	68.0%	4.7%
Public Administration	\$ 35,689	\$ 35,936	100.7%	5.3%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

larger portion of population tends to raise the state average.

Although the leisure and hospitality industries are not one of the largest groups in the county, it is important, as the county ranks ninth in tourism dollars spent in Wisconsin.

2003 Employment and Wage Distribution by Industry in Sheboygan County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare, and pension payments) divided by mid-year total population estimates. The majority of PCPI in Sheboygan comes from net earnings (wages), with smaller percentages coming from dividends, interest payments, and transfer payments.

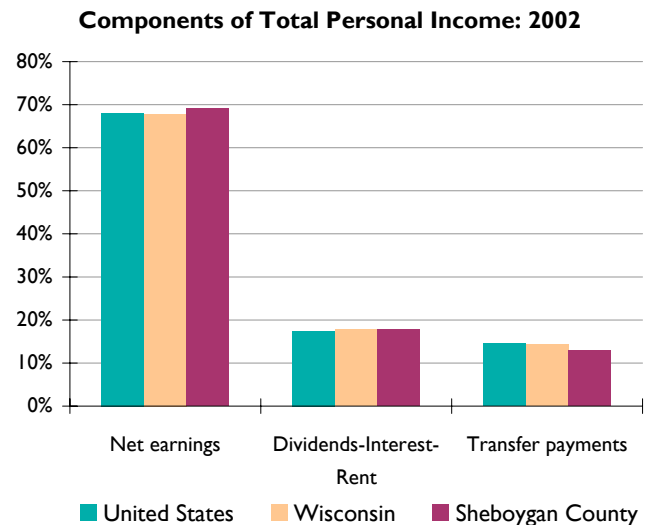
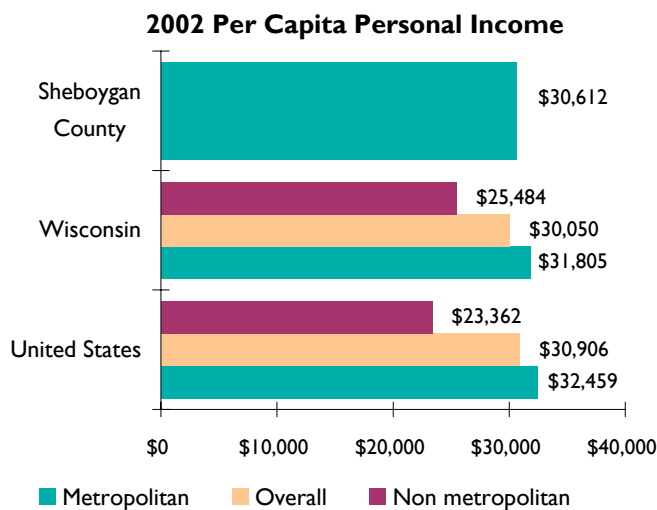
Per capita personal income in Sheboygan, at \$30,612 is

below the national average by \$294. This is an improvement from last year, when the difference was \$1,004.

This reflects the higher growth rate of the PCPI over the year compared to the U.S. Looking at PCPI change over the last five years, PCPI in the county has increased faster than the state and nation, increasing 26.3 percent compared to 22.6 with the state and 22.0 percent for the nation.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Metropolitan WI	\$25,972	\$27,711	\$28,770	\$30,317	\$31,106	\$31,805	2.2%	22.5%
Sheboygan County	\$24,242	\$26,092	\$27,362	\$28,819	\$29,747	\$30,612	2.9%	26.3%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Metropolitan WI	\$29,111	\$30,584	\$31,067	\$31,672	\$31,598	\$31,805	0.7%	9.3%
Sheboygan County	\$27,173	\$28,797	\$29,546	\$30,108	\$30,218	\$30,612	1.3%	12.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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email: Richard.Seidemann@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.